

Ref No. 0/15/2025-26

Date 30-03-2026

OFFICE ORDER

CONSULTANCY POLICY
of
A. P. SEN MEMORIAL GIRLS' PG. COLLEGE LUCKNOW

For the kind information of everyone concerned, Honorary Secretary, A P. Memorial Girls' PG. College has given his consent to adopt the Consultancy Policy approved by the University of Lucknow, with amendments as and when they happen, wef. 1st April 2026. Teachers and Staff are requested to act accordingly and report remuneration to IQAC Coordinator.

Principal *Reehana*
30/3/26

प्रौ० रचना श्रीवास्तव
प्राचार्या
ए० पी० सेन मेमोरियल गर्ल्स कालेज
लखनऊ

VISION

To be a leader in providing consultancy services based on trust and value creation to achieve social and economic benefits.

MISSION

To provide quality consultancy services and solutions related to business and societal issues to our clients through experts who possess domain knowledge & competency.

OBJECTIVES AND FUNCTIONS

The University of Lucknow has set up a Consultancy Clinic (LUCC), PARAMARSH (*Provides Analytical Review with Audited & Measured Assistance and Recommendation for Sustained Handholding*) to provide consultancy services to a wide range of organizations such as private and public sector organizations, government departments and agencies, non-government organizations, cooperative societies and financial institutions. LUCC will advise the clients in designing, implementing, measuring, analysing, evaluating and reviewing policies, processes, practices and systems in various functional areas of their operations. Areas of consultancy services include the following:

- Project feasibility analysis
- Project design, planning, implementation, measurement, audit and control
- Business Process Reengineering
- Financial forecasting and restructuring
- Design and implement integrated marketing communication/ promotion strategy
- Brand building solutions
- Marketing research
- Review customer loyalty
- Customer relationship management
- Designing and implementing supply chain models
- E-governance
- Human resource planning
- Manpower training and development
- Psychological well-being
- Performance appraisal systems: designing, implementing and evaluation
- Programmes, schemes, process evaluation
- Total quality management
- Strategic restructuring
- Legal advice

- Product development & testing
- Manufacturing process
- Data analysis
- Social auditing
- Legal counsel

The above stated list is not exhaustive. The scope of consultancy services is extended to include socially relevant thrust areas that need improvement, up-gradation and advancement. Examples of such services are existing healthcare services, public utility systems, education, agriculture, information technology, telecommunication, rural development, public security. LUCC also seeks to offer its services to evaluate various government and other schemes and assess their impact on society. The University of Lucknow has a large pool of learned teachers in various departments with expertise in various functional areas of marketing, finance, managerial accounts, human resource management, law, strategy, psychology, economics, etc. Providing consultancy services will be mutually beneficial for both the University as well as its clients. It will provide a platform for teachers to share their expertise with practitioners by providing new insights to them and earn additional revenue for the University. Moreover, the academicians will get real-life exposure to managerial issues which will act as a learning process for them and make their teaching more enriching, meaningful and interesting. Additionally, these consultancy projects could result in development of research papers and case studies for publication in reputed journals. This will lead to making of valuable contributions to the existing body of knowledge.

Respected Sir,

Kindly allow teachers/staff of A.P. Sen College to provide consultancy services in accordance with Consultancy Policy of University of Lucknow.

Rehan
10/4/26

W. M. Sen
13/4/26